

### SUMMARY OF THE INVENTION

The present invention pertains to an apparatus and method for selling a ticket or tickets to an event or venue and/or to a portion of an event or venue which overcomes the shortfalls of the prior art. The present invention also pertains to an apparatus and method for selling a ticket option to an event or venue and/or to a portion of an event or venue.

The present invention also provides an apparatus and method which can facilitate a resale of a ticket for an event or venue or for a portion of an event or venue. The present invention can also provide an apparatus and method which can facilitate the resale of a used ticket or tickets.

The present invention can also provide an apparatus and method which can provide notification of the availability of a ticket(s) for sale or resale. The present invention can also provide an apparatus and method which can provide notification of the availability of a

buyer for a ticket(s) for an event or venue or for a portion of an event or venue.

The present invention can also provide information for selling and/or trading options to purchase or to sell any of the tickets described herein.

The apparatus can include a central processing computer or server computer for processing ticket information and/or ticket transaction information, any number of user computers or user communication devices via which the user or individual can communicate with the central processing computer, and any number of ticket issuer computers or ticket issuer communication devices via which a ticket issuer can communicate with the central processing computer.

Any number of central processing computers, user communication devices, and/or the ticket issuer communication devices, can be utilized in conjunction with the present invention.

The central processing computers, the user

communication devices, and/or the ticket issuer communication devices, can communicate with any other central processing computers, user communication devices, and/or ticket issuer communication devices, over any suitable communication network or system, including, but not limited to the Internet, the World Wide Web, a telephone network, a telecommunication network, a digital communication network, a satellite communication network, a wireless communication network, a personal communication services network, a broadband communication network, a bluetooth communication network, and/or any other communication network and/or system.

The apparatus and method of the present invention can be utilized for selling and/or reselling a ticket(s) to an event or venue and/or to a portion of an event or venue. The present invention can also provide a clearinghouse for previously purchased tickets and/or tickets which have been utilized for only a portion of an event.

The apparatus and/or the central processing computer can process a user's or an individual's request for a ticket or tickets and identify any ticket or tickets which may satisfy the user's or the individual's request.